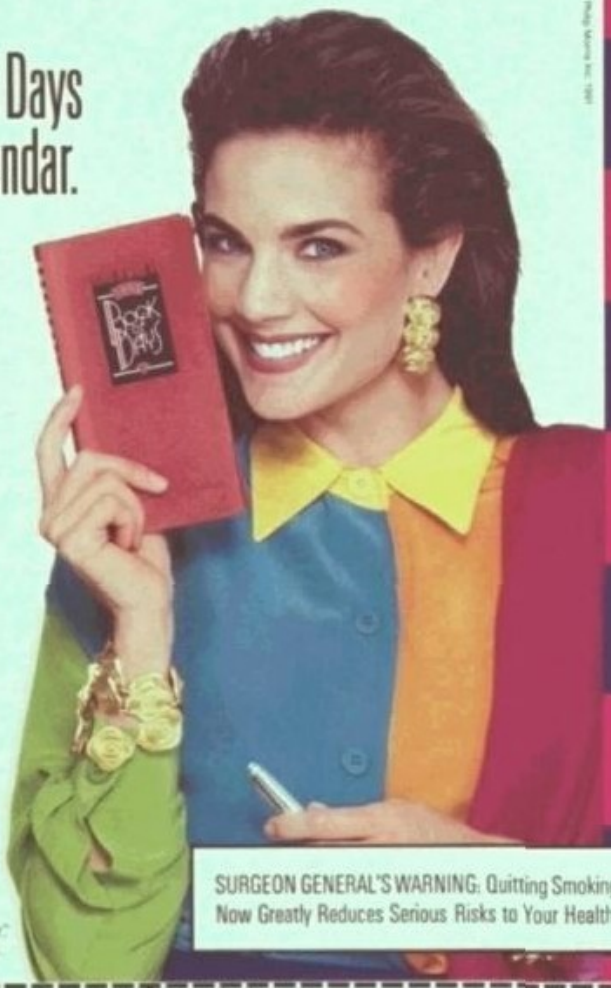
LEO BURNETT U.S.A.
FSI-107-B4-1992 BOOK OF DAYS-Req. No. W-23756-Product Movers Page 4/C-(8" x 10-13/16")
October 13, 1991
(A04)

The 1992 Book Of Days Engagement Calendar.

It's Not Only Fun. It's Free!

With Proofs Of Purchase. Plus, Save $2.00 On Your Next Carton Purchase.



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VIRGINIA SLIMS

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

15 mg "tar," 1.1 mg nicotine; Menthol 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

Order The 1992 Virginia Slims Book Of Days.

The 1992 Book Of Days is more than a useful engagement calendar. It's full of the puzzles, games and challenges of being a woman in the '90s. **To order, send 1 carton or 10 pack UPCs to: Promotional Services Center, Virginia Slims 1992 Book of Days, P.O. Box 8296, Kankakee, IL 60902-8296.**

Name
Address
City
Phone Number
Regular Brand Smoked

VOID

Offer limited to smokers 21 years of age or older. Offer good in USA only. Void where prohibited, licensed or taxed. Offer good through March 31, 1992, or while supplies last. Allow 8-10 weeks for delivery. No facsimiles accepted.

By responding to this offer and signing below, I certify I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to state and federal law.

Signature _____ (Required) Date of Birth

$2.00 OFF

6 packs or 1 carton of Virginia Slims Filters.

VIRGINIA SLIMS

Consumer: Limit one coupon per store visit. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation is the prerogative of retailer. Offer good in the U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 50 handling and postage provided you and the consumer have complied with the terms hereof. Any other redemption is unauthorized. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A. PO. Box 7529, Richmond, VA 23261.

Name
Address
City
Phone Number
Regular Brand Smoked

VOID

By redeeming this coupon and signing below, I certify I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to state and federal law.

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